

Analiza potražnje za radom

OVI—*Online Vacancy Index*

Dan poduzetnika 2017.

Promjene na tržištu rada: problem ili prilika?

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1. Motivacija

Zašto novi indeks

2. Podaci

Kako smo ga napravili

3. OVI

Kako izgleda naš novi indeks

4. Analiza potreba gospodarstva za zaposlenicima

Potražnja po zanimanjima, obrazovanju, regijama i vrsti ugovora

Motivacija

Zašto novi indeks?

- ❖ Brojni izazovi pred tržištem rada
- ❖ Praćenje tržišta rada zahtjevna je aktivnost
- ❖ Širimo informacijski skup na jednostavan način

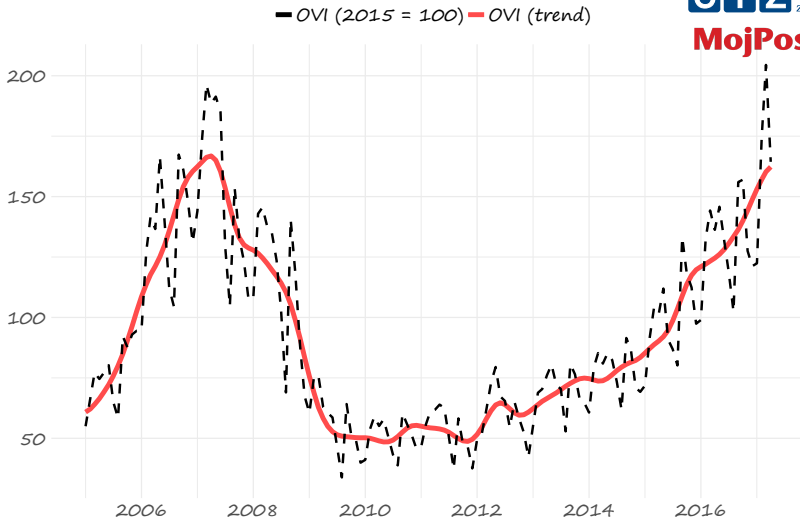
- najveća *online* tražilica poslova u Hrvatskoj
- više od 60.000 poduzeća oglašava na MojPosao
- više od 200 milijuna pogleda na pojedine oglase
- informacije o tržištu rada privatnog sektora

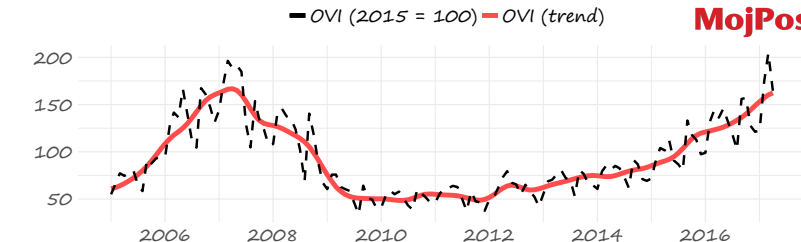
Podaci

- ❖ individualni oglasi od 2005. do danas
- ❖ ukupno 281.245 oglasa
- ❖ u 2017. svaki mjesec pristiglo prosječno 3.442 oglasa
- ❖ 5 dimenzija: zanimanje, geografija, obrazovanje, vrsta ugovora i vrijeme

Online Vacancy Index

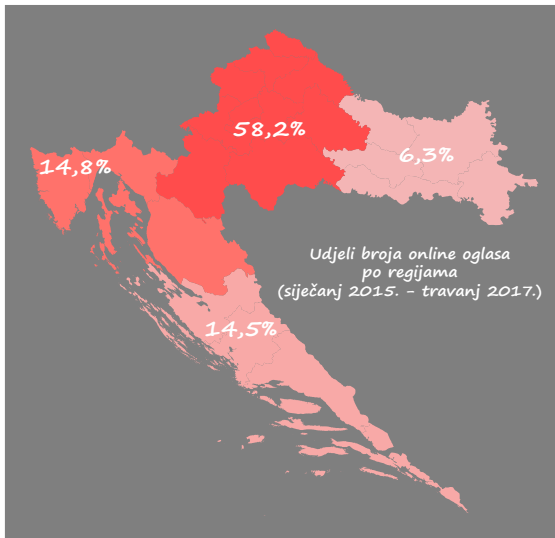
OVI—Online Vacancy Index



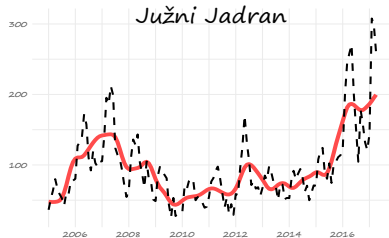
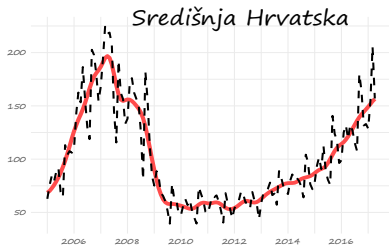


Analiza potreba gospodarstva za zaposlenicima

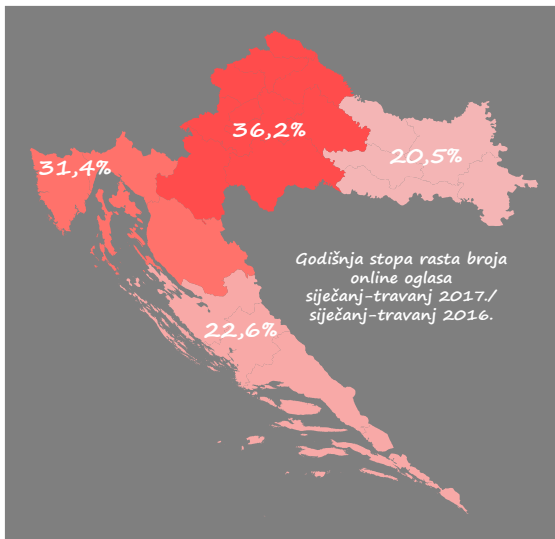
Udjeli oglasa po regijama



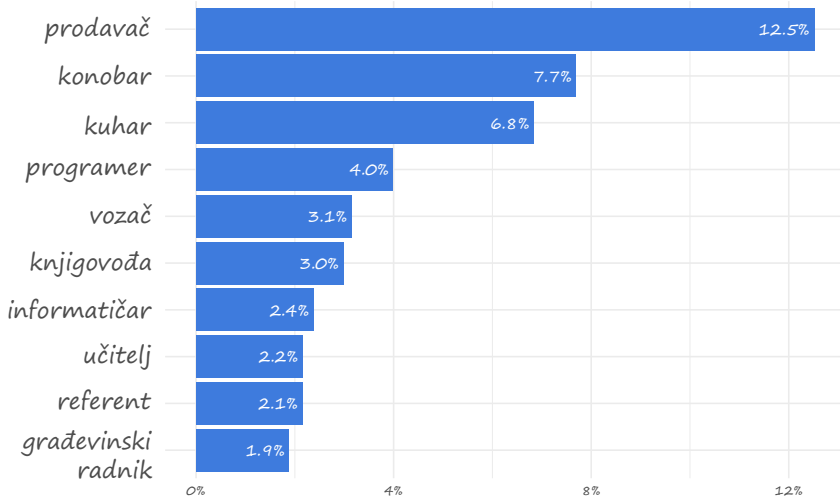
OVI po regijama



Potražnja po regijama



Udjeli top 10 zanimanja

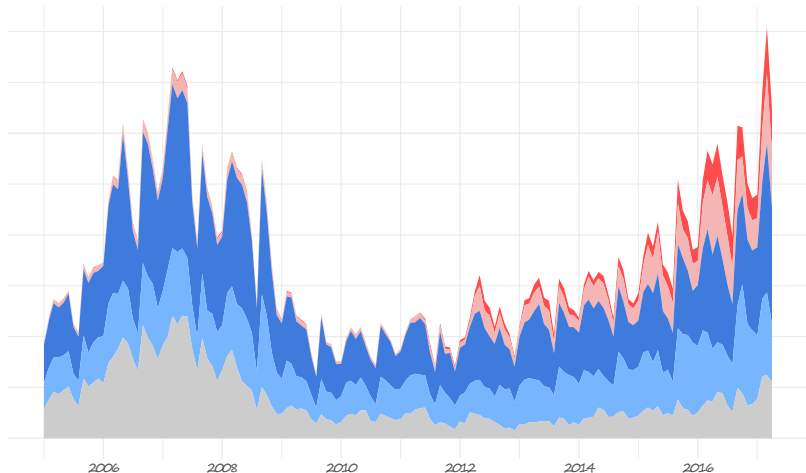


Top 3 zanimanja



Traženo obrazovanje

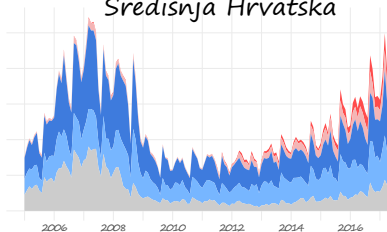
■ nkV & pkV ■ kv & vkV ■ SSS ■ vss ■ nije važno



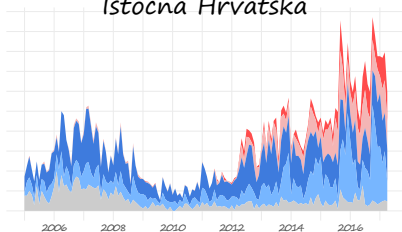
Traženo obrazovanje po regijama

■ nkV & pkV ■ kv & vkV ■ sss ■ vss ■ nije važno

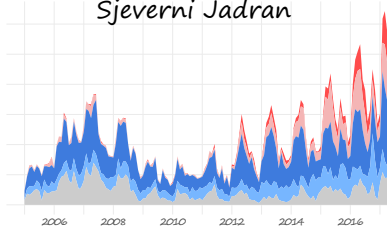
Središnja Hrvatska



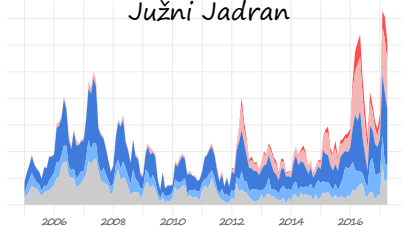
Istočna Hrvatska



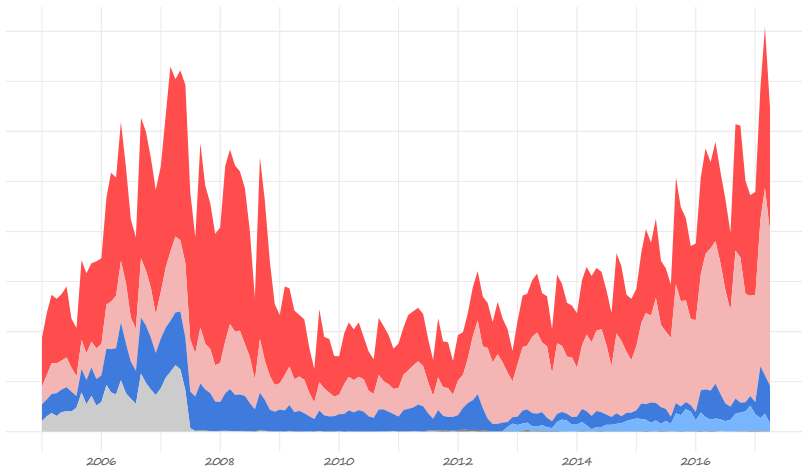
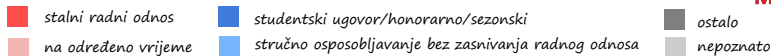
Sjeverni Jadran



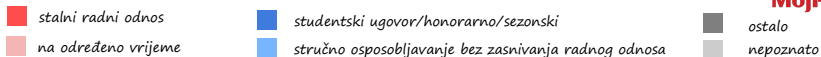
Južni Jadran



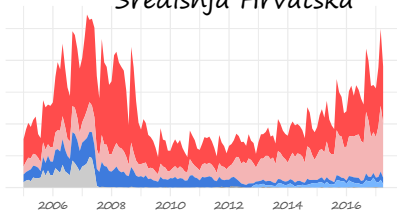
Vrsta ugovora



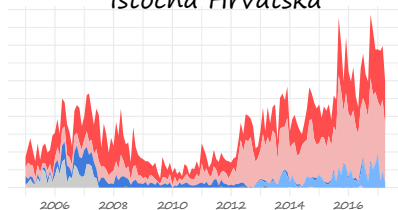
Vrsta ugovora po regijama



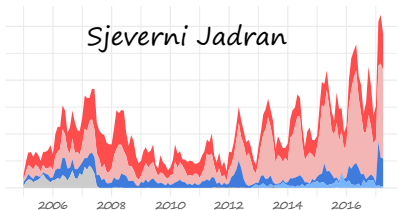
Središnja Hrvatska



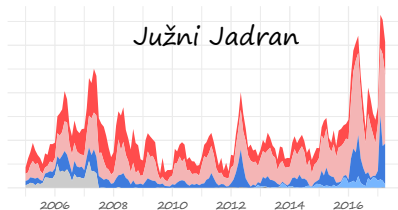
Istočna Hrvatska



Sjeverni Jadran



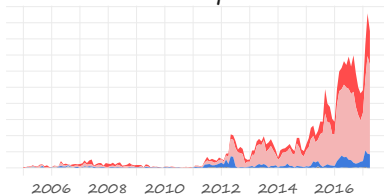
Južni Jadran



Obrazovanje i vrsta ugovora

■ stalni radni odnos na određeno vrijeme
■ studentski ugovor/honorarno/sezonski
■ stručno osposobljavanje bez zasnivanja radnog odnosa
■ ostalo nepoznato

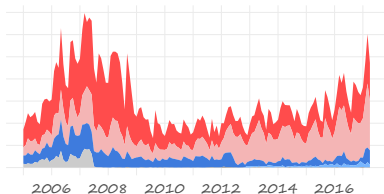
nkV & pkV



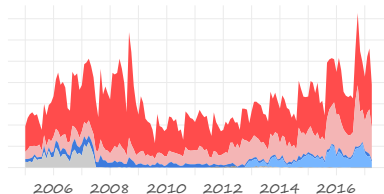
kv & vkV



SSS



VSS



Glavne poruke

- oporavak potražnje za radom
- nesklad ponude i potražnje?
- polarizacija zanimanja
- rast nestandardnih vrsta ugovora